

2022-2023 DISTRICT 5890 ROTARY YEAR CHECKLIST

Website Audit

- ✓ Use correct, compliant Club logo - see examples →
- ✓ Add/Update your Weekly Speakers
- ✓ Add/Update your Club's Events Calendar
- ✓ Add new stories weekly
- ✓ Update Club President's message
- ✓ Does your club own your Domain Name? Who does?

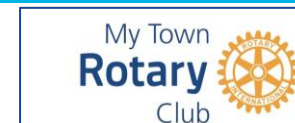
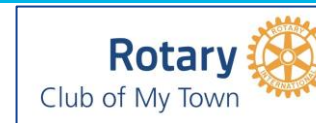
*Need FREE Rotary Promo Videos?
See "Videos, Photos, Social Media Ads"
Tab on our D5890 Website!*

Social Media

- ✓ Update your Profile Photo and Cover Photo
- ✓ Check your *About Us* section for accuracy (include website address, contact name, phone, and email near top of section)
- ✓ Who are Administrators? (Assign multiple members)
- ✓ Help your members understand the importance of interacting with your Club's Content... →
- ✓ Make sure you are a PUBLIC PAGE not a CLOSED GROUP
- ✓ Add fresh posts each week about upcoming meeting/speaker/event
- ✓ Take 5 minutes in your next meeting and ask members to go page and "like" it
- ✓ Help your members understand the importance of interacting with your Club's Content
- ✓ Create a weekly content posting calendar! *Keep page fresh!* Consistency creates followers!

Printed Club Materials, Photos, Videos & More!

- ✓ Create a Club Brochure in Brand Center (No Login Required: <https://rotary.org/brandcenter>)
- ✓ Create Business Cards In Brand Center, search for "wallet card"
- ✓ Ask 3-4 Rotarians to be the official club photographers at meetings, events, and service projects & post the best ones on website & social media
- ✓ Have a club video or favorite Rotary Int'l video? Insert the URL link to your Email Signature stating "I'm a proud Rotarian...here's why!"
- ✓ Add Email Signatures to your emails. *Example: "TO CONNECT LOCALLY, VISIT MY (INSERT CLUB NAME) ROTARY CLUB AT WWW.????.ORG. TO FIND A CLUB IN THE GREATER-HOUSTON AREA VISIT WWW.ROTARYD5890.ORG. FOR INSPIRATION ON ROTARY'S GLOBAL IMPACT, VISIT ROTARY INTERNATIONAL AT WWW.ROTARY.ORG."*
- ✓ Create a club video to promote your events & activities in the community, and post because...*seeing is believing!*
- ✓ Get to know your local media (newspaper, online community news, radio, etc.) & invite to all club events!
- ✓ **Make sure club members have updated their email addresses/contact info in ClubRunner & My Rotary**



Above are Rotary Club Logo Layout Options Approved by Rotary Int'l



Above: The "Logo Lockup" layout option *should not* be used as a Club Logo. It is only to be used to show a relationship between your club and partners, sponsors, programs, or club events.

REMEMBER TO: Tag Members/Pages/Partners

- **LIKE** & Use **HASHTAGS:**
- **SHARE** #RotaryD5890
- **COMMENT** #RotaryinHouston
- **CHECK-IN** #PeopleOfAction
#ServiceAboveSelf
#ServeToChangeLives

Create a # for your club but research beforehand to make sure it isn't already taken!

